

**IN THE CLAIMS:**

1. (Original) A method for facilitating an on-line bounce back transaction, comprising:  
  
transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;  
  
receiving an acceptance of said conditional purchase offer and a bounce back offer to acquire a second product or service with a hyperlink to a cobranded web site; and  
  
accessing said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.
2. (Original) The method of claim 1, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.
3. (Original) The method of claim 1, wherein said first product or service is an airline ticket or hotel reservation.
4. (Original) The method of claim 1, wherein said bounce back offer is received via e-mail containing said hyperlink to said cobranded web site.
5. (Original) The method of claim 1, wherein said bounce back offer is received via a jump page containing said hyperlink to said cobranded web site.
6. (Original) The method of claim 1, further comprising receiving said bounce back offer with a checkbox to defer the offer until a subsequent time.
7. (Original) The method of claim 6, further comprising receiving an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.
8. (Cancelled)
9. (Original) The method of claim 1, further comprising making an offer to acquire said second product or service in said cobranded web site.
10. (Original) The method of claim 1, further comprising receiving an offer to acquire said second product or service in said cobranded web site.

11. (Original) The method of claim 10, further comprising either accepting or rejecting said offer or making a counteroffer in said cobranded web site.

12. (Original) The method of claim 1, further comprising choosing not to make an offer or accept an offer to acquire said second product or service in said cobranded web site.

13. (Cancelled)

14. (Original) The method of claim 1, further comprising inquiring as to said second product or service and receiving through an interactive voice mail feature a referral to said supplier-partner.

15. – 72 (Withdrawn)

73. (Original) A computer device for facilitating an on-line bounce back transaction, comprising:

a storage device and a processor connected to the storage device,  
the storage device storing at least one group membership identification and  
a program for controlling the processor,  
the processor operative with the program to,

- (i) transmit a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;
- (ii) receive an acceptance of said conditional purchase offer and a bounce back offer to acquire a second product or service with a hyperlink to a cobranded web site; and
- (iii) access said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

74. (Original) The computer device of claim 73, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

75. (Original) The computer device of claim 73, wherein said first product or

service is an airline ticket or hotel reservation.

76. (Original) The computer device of claim 73, wherein the processor is further operative with the program to receive said bounce back offer via e-mail containing said hyperlink to said cobranded web site.

77. (Original) The computer device of claim 73, wherein the processor is further operative with the program to receive said bounce back offer via a jump page containing said hyperlink to said cobranded web site.

78. (Original) The computer device of claim 73, wherein the processor is further operative with the program to receive said bounce back offer with a checkbox to defer the offer until a subsequent time.

79. (Original) The computer device of claim 78, wherein the processor is further operative with the program to receive an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.

80. (Original) The computer device of claim 73, wherein the processor is further operative with the program to receive, accept or reject an offer or a counteroffer to said second product or service.

81. – 132. (Withdrawn)

133. (Original) A computer readable medium for facilitating an on-line bounce back transaction, comprising:

code for transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;

code for receiving an acceptance of said conditional purchase offer and a bounce back offer to acquire a second product or service with a hyperlink to a cobranded web site; and

code for accessing said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

134. (Original) The computer readable medium of claim 133, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

135. (Original) The computer readable medium of claim 133, wherein said first

product or service is an airline ticket or hotel reservation.

136. (Original) The computer readable medium of claim 133, further comprising code for receiving said bounce back offer via e-mail containing said hyperlink to said cobranded web site.

137. (Original) The computer readable medium of claim 133, further comprising code for receiving said bounce back offer via a jump page containing said hyperlink to said cobranded web site.

138. (Original) The computer readable medium of claim 133, further comprising code for receiving said bounce back offer with a checkbox to defer the offer until a subsequent time.

139. (Original) The computer readable medium of claim 138, further comprising code for receiving an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.

140. (Original) The computer readable medium of claim 133, further comprising code for receiving, accepting or rejecting an offer or a counteroffer for said second product or service.

141. – 194. (Withdrawn)